

FSC Certified Paper

We may specify a paper stock which is FSC certified, but what does that mean?



For a paper to be FSC certified it needs to have passed the criteria set by The Forest Stewardship Council (FSC). This is an independent, non-governmental, not for profit organisation established to promote the responsible management of the world's forests.

FSC certified paper comes from forests that are managed to meet the "social, economic and ecological needs of present and future generations". This means the pulp used to make

FSC paper can be traced all the way back to where the tree is farmed. The FSC has offices in 45 countries around the world and is funded through membership fees and donations. Their website www.fsc.org provides interesting information and statistics about their work.

Here at ic design, we are pleased to see that more and more paper is now becoming FSC certified and that prices are coming in line with non-certified papers. The choice of paper types with FSC certification is increasing too, for both digital and litho printing, ensuring green credentials and creativity can go hand in hand. We hope to see FSC certification becoming the industry standard in the UK for all papers in the future.

If you would like to know more about, and see samples of, FSC certified papers, please email us at icnews@icdesign.co.uk - we would be very happy to show you what is available.



Welcome to the first icnews

After 11 years in business we feel it is about time we started to tell the ic story. We also want to create a place where we can share design related topics which we think are of interest to you. Please do get in touch with me if you have any suggestions for future content or if you have any general feedback. I would love to hear from you.

With Kind Regards

Alex Haddon Managing Director
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ic design encourages children in Surrey to re-discover the library

For this project, ic design was asked to help promote Surrey County Council's Library Services to children.

The project objective was to increase the number of children who use Surrey's libraries. Whilst adhering to the County Council's brand guidelines, ic designed a broad range of materials including a new range of membership cards, promotional literature, web banners, advertising, and promotional gifts.

ic design commissioned illustrator Sean Longcroft to create a range of characters which were used together with photographic images of library interiors and stock images.

The campaign resulted in a 61% increase in children's library membership in its first year.

There was further acknowledgement with a win in the category 'Freshest Public Sector Campaign' - at the Fresh PR Awards.

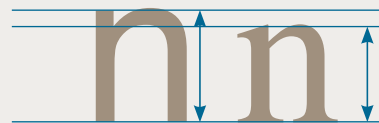


The height

FONT FACT

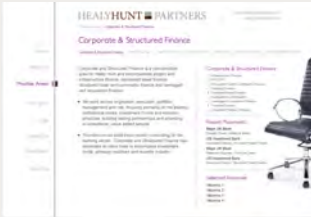
The x-height, or corpus size, is the top of the lower case letters (excluding ascenders). A low x-height means that the font appears smaller next to another font of the same size, which has been designed with a proportionally high x-height.

This is worth considering when choosing fonts for long paragraphs as the x-height determines how much visual space you will see in between the lines of text. Curves on lower case letters tend to exceed the x-height slightly, this is to compensate for the visual effect of the curve against the horizontal lines on non-curved letters.



The x-height for Helvetica (L) and Times (R); both at 80 point size.

Web Wonders CMS



Above: two screengrabs from Healy Hunt's website which ic design launched this spring.

The CMS system on the Healy Hunt site allows them to update information and load up recent placements and new vacancies themselves. www.healyhunt.co.uk

A content management system (CMS) supports the complete life cycle of a website from creation, management, distribution, publishing, and archiving of information. At the front of a CMS is a user-friendly authoring environment, designed to work like a standard page layout program. This provides a non-technical way of creating new pages or updating content, without the need for any HTML programming skills.

Having a CMS in place simply means that you can quickly be responsive to market changes and keep the website updated in a cost-effective way. The solutions can range from very simple 'edit the page you're on' functions to a full blown system which allows changes to the whole site.

At ic design, we feel websites should only be exactly what the client needs, nothing more, nothing less. Having access to flexible CMS solutions ensures there is the right level of technology available to match the requirements for each individual project.

Useful to Know: A sizes

- A1 840x594mm
- A2 594x420mm
- A3 420x297mm
- A4 297x210mm
- A5 210x148.5mm
- A6 148.5x105mm
- A7 105x74mm

Why do we have A-sizes?

They are an efficient way to produce printed materials as printing presses are manufactured to work with A-sizes and paper is produced in sheet sizes just bigger than A-sizes resulting in less paper wastage. There is always an opportunity to use other sizes and shapes (you may have noticed we are rather fond of squares at ic design), but you will find that at least one dimension tends to be linked to an A-size.

Wedding Cakes from Fortnum & Mason *showcased in a brochure by ic*

Fortnum & Mason asked ic design to create literature for their range of exquisite tiered wedding cakes, which they supply in partnership with Peggy Porschen.

A square format brochure was produced with an accompanying piece on wedding services.

The photography of these beautiful cakes took centre stage with a clean look using Fortnum's brand colours and typography.



Just launched...

New Secan Capital Logo

SECAN
CAPITAL

ic design have developed a new logo for Secan Capital who specialise in property investment. The brand will now roll out onto stationery and a new website.

The Swedish Chamber of Commerce Re-branded for the 21st Century

Founded in 1906, the Swedish Chamber of Commerce for the UK is a thriving Chamber with a growing membership. ic design was asked to breathe new life into their corporate identity to reflect today's dynamic organisation.

The project involved trying to instill 100 years of history whilst creating a brand with a modern look and feel. The graphic elements also needed to be flexible for a broad range of applications.

SWEDISH
CHAMBER
OF COMMERCE



FOR THE UNITED KINGDOM

SWEDISH
CHAMBER
OF COMMERCE



FOR THE UNITED KINGDOM

"ic design delivered a brand which captivated the Chamber's Swedishness and at the same time balanced its history and tradition with a modern touch. The graphic uplift has been a success and has enabled the Chamber to pursue its aims with the support of an attractive graphic profile." Peter Sandberg, Communications Manager



Seeing things a little differently

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for Print and Online.*

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